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**PCD Stores (Group) Limited**

**中國春天百貨集團有限公司\***

*(Incorporated in the Cayman Islands with limited liability)*

(Stock Code: 331)

**DATE OF BOARD MEETING**

The board of directors (the “**Board**”) of PCD Stores (Group) Limited (the “**Company**”) announces that a meeting of the Board will be held on Wednesday, 25 August 2010 at 9:00a.m. for the purpose of, inter alia, approving the release of the interim results announcement of the Company and its subsidiaries for the financial year ended 30 June 2010 and recommending the payment of a interim dividend, if any.

By Order of the Board  
**PCD STORES (GROUP) LIMITED**  
**Alfred Kai Tai Chan**  
*Chairman*

Hong Kong, 6 August 2010

*As at the date of this notice, the Directors are:*

Mr. Edward Han Kiat Tan

Mr. Alfred Kai Tai Chan

Mr. Lau Kim Yip Tony

Mr. Yu Randolph Albert<sup>#</sup>

Mr. Tai Ainsley<sup>#</sup>

Mr. Li Chang Qing<sup>#</sup>

<sup>#</sup>*Independent Non-executive Directors*

<sup>\*</sup>*For identification purpose only*

*Website:* <http://www.pcds.com.cn>